

FREQUENTLY ASKED QUESTIONS: THE KIT FOR NEW PARENTS

GENERAL PROGRAM AND PROCESSES

Q: WHY IS THE KIT ONLY AVAILABLE IN ENGLISH AND IN SPANISH?

A: By producing the Kit in English and Spanish, we are initially meeting the language needs of the majority of families in California. Nearly half of the children under age 5 in California are Latino and 88 percent of Latinos in the state speak Spanish at home. We do have plans to adapt the Kit in additional languages and we will be working with the State Commission's Advisory Committee on Diversity over the next year to develop those plans and materials.

Q: HOW LONG IS THE KIT FOR NEW PARENTS PROGRAM BEING FUNDED?

A: Initial funding has been approved for two years. The CCFC has a long-term commitment to California's families and will be evaluating the Kit for New Parents program to ensure our goals are being reached.

EVALUATION

Q: HOW IS THE KIT FOR NEW PARENTS PROGRAM BEING EVALUATED?

A: CCFC, in collaboration with UC Berkeley, will be conducting a three-pronged statewide evaluation, which will include a survey of 4,000 to 5,000 families from select counties chosen based upon demographics reflective of the state's diversity and the type of program they have participated in (e.g., Kit distribution via home visitation vs. hospital, etc.). In addition, a process evaluation will be conducted, as will focus groups, the purpose of which will be to collect more detailed qualitative data. This information will be used to determine best practices.

Q: WHAT IS OUR COUNTY COMMISSION'S ROLE IN THE EVALUATION?

A: County Commissions and their distribution partners will be asked to keep basic records and will report back to the evaluators once a month. In order to keep the process as streamlined as possible, Berkeley is looking into developing a Web-based reporting system that will allow County Commissions to interact with each other about all aspects of the Kit for New Parents program.

TRAINING

Q: WHAT KIND OF TRAINING IS AVAILABLE AND WHAT IS THE TIMELINE?

A: The trainings will be held in the 10 regions based upon the regional media markets. A centrally located site will be chosen in each region. The trainings will be based upon a “train the trainer” approach and will include a general orientation of the Kit, a review of the pilot evaluation and role-playing to practice discussing the contents and usage of the Kit for New Parents in both group and individual settings. Key County Commission staff and Kit providers should attend, especially those individuals who can coordinate further staff training within their organization. The trainings are slated to begin in October and run through the end of the year. A training session will run approximately three hours.

ORDERS, FULFILLMENT AND CUSTOMIZATION

Q: HOW MANY KITS WILL MY COUNTY RECIEVE?

A: Each county will receive an allotment of Kits equal to its county’s 1999 birth rates. Your year two allocation will be available to you beginning in July 2002. There will be no increase in your Kit allocation in the second year.

Q: OF MY TOTAL ALLOCATION, HOW MANY KITS CAN I ORDER IN ENGLISH AND SPANISH?

A: There are no predetermined caps established for English and Spanish Kits. You may divide your total allocation between the two languages however is appropriate for your county and your current distribution partners.

Q: IF INDIVIDUALS CALL THE TOLL-FREE NUMBER TO ORDER A KIT, DOES THIS COUNT AGAINST MY COUNTY CAP?

A: No. Kits distributed through the toll-free number will not be counted against your yearly Kit allocation.

Q: HOW CAN I KEEP TRACK OF HOW MANY KITS HAVE BEEN ORDERED AGAINST MY YEARLY ALLOCATION?

A: You will receive a monthly tracking report that will include how many Kits have been distributed to you and your partners in that month and year-to-date. You will also be notified when you only have 10 percent of your year’s Kits left.

Q: WHEN CAN WE BEGIN PLACING ORDERS?

A: County Commissions must submit an Information Form before Kits will be made available to them. OSP Fulfillment Services can begin filling orders after the Kit for New Parents media launch on November 1. Each County Commission will receive 10 English and 10 Spanish Kits prior to the November launch date.

Q: HOW DO I PLACE AN ORDER?

A: Provide each of your partners with the Kit for New Parents Order Form (Attachment B). These forms must be returned to your County Commission for authorization each time an order is placed. If your office also wishes to keep a quantity of Kits on hand, simply fill out the same order form for your County Commission and forward to the fulfillment house. This form can also be downloaded from www.ccfc.ca.gov. Please double check that your partner's designated address is not a P.O. Box, as we cannot ship the Kits to a P.O. Box address. Forward your partners' authorized order forms via fax or mail directly to CCFC's fulfillment house for processing (see enclosed list for contact information).

Q: HOW OFTEN CAN OUR PARTNERS ORDER KITS?

A: Your County Commission's distribution partners can order Kits on an as needed basis or set up a regular monthly shipping schedule. A regular shipping schedule can be established when your partners fill-out their first order form.

Q: WHICH COUNTY COMMISSION REPRESENTATIVE IS AUTHORIZED TO SIGN THE ORDER FORMS?

A: Any County Commission staff person or designee you choose can sign your partners' order forms. This individual is responsible for tracking your County Commission's quantities. You may designate more than one person to authorize these orders, but CCFC must be provided a record of all designated individuals.

Q: WHAT IF MY DISTRIBUTION PARTNER DOES NOT HAVE ANY STORAGE SPACE TO KEEP A QUANTITY OF KITS ON HAND?

A: Providers can give each family they serve a postage-paid postcard to fill-out (or can fill-out on their behalf) to request a Kit delivered directly to their home. This option is available to providers who do not have the storage space to keep Kits on hand. These postcards can be requested on the Kit order form as well. **This is not, however, the recommended distribution method, as receiving the Kit face-to-face from a trusted provider increases enthusiasm and interest.**

Q: HOW DO I CUSTOMIZE MY COUNTY'S KITS?

A: OSP Fulfillment Services is available to assemble Kits to include additional custom items, if County Commissions choose. Procure your custom items (see enclosed step-by-step guide and/or teleconference minutes for guidelines) and let OSP know two weeks ahead of time when to expect your shipment. County Commissions are responsible for associated shipping costs to forward items to OSP. Enclose the inventory form provided in this packet to itemize the contents and quantity of your shipment. You will be notified when you only have 25 percent of your items left in stock. You can anticipate that your partners will begin to receive custom Kits four weeks after you forward your custom items to the fulfillment house. Please note that you can begin to customize your Kits at any time after your program has launched. County Commissions can also choose to customize their Kits at the local level.

Q: HOW LONG WILL IT TAKE TO RECEIVE AN ORDER?

A: It will take two to four weeks for fulfillment of orders and Kit delivery (orders placed for non-custom Kits will be delivered more quickly than custom Kits). Very large orders may take more than four weeks to process and deliver. If you or your partners have any questions about the status of an order, a toll-free customer service number has been set up to receive these calls. The number is (866) 634-3458.

Q: CAN THE PROVIDERS CALL THE FULFILLMENT HOUSE DIRECTLY TO CHECK THE STATUS OF THEIR ORDERS?

A: Yes. A customer service number has been set up allowing County Commissions and their distribution partners to check on the status of their orders with the state fulfillment house (866) 634-3458 (Toll Free).

Q: CAN THE FULFILLMENT HOUSE CUSTOMIZE KITS WITHIN THE COUNTY, FOR EXAMPLE BY ZIP CODE?

A: The fulfillment house is only able to prepare one type of custom Kit per county. If you are interested in further customizing for certain populations within your county, this task will have to be taken care of internally at the local level.